

Chapter 8 “Creating a Buying Vision and Energizing the Sales Process” Quiz

1. Name 2 areas that are a priority for investment and continue to increase in importance.

Infrastructure and security
Backup and recovery
Standardization of IT processes
Streamlining inventory management
Forecasting costs
Integration and fulfillment management
Employee enablement

2. Swift funnel means:

- a. The process of qualifying and prioritizing activities with prospects that lead to closing opportunities.
- b. A good indicator of the likelihood that your prospect will take action to buy.
- c. The process of prioritizing your activity with leads and closing opportunities and then creating new leads.
- d. A potential opportunity where the client's vital signs are strong and will favor IBM.

3. Which one of the following is a correct principle to helping you understand your client?

- a. You shouldn't know your competitors well.
- b. Do not make specific commitments to your clients
- c. Assume that clients have a good understanding of the business value of IBM solutions
- d. Ethical business practices provide lucrative returns for both you and IBM.

4. Name an area that Team IBM should have a clear understanding of before recommending the appropriate IBM solution.

Company's vision
Company's primary business goals and objectives
Company's key operating goals and initiative for the current year
The business unit goals and objectives
Timeframe for implementation completion

5. Which of the following is true when it comes to proposing the solution to the client:
- a. Present a technical presentation of the solution to your client
 - b. You shouldn't be aware of your client's budget and the scope of the solution
 - c. Present a low level presentation of the solution to your client
 - d. Your proposal should not consist of all the hardware, software, and service pieces
6. Strategic goals:
- a. Address how to increase productivity, become more efficient, streamline operations, automate business process, and leverage product lines.
 - b. Include such issues as human resources (HR) strategies, building brand recognition, mandatory government legislation, marketing drives, and responding to public perception about the agency's product or services.
 - c. Encompass aligning business and technical processes, improving quality, enhancing products, and using emerging technologies.
7. Name 2 ways to put your competition to work for you and to beat them at the game of business.

Learn your solution well
Identify the weaknesses of your competitors
Determine your vulnerable spots
Expect disagreements and objections
Leverage your competitor's strength
Know what makes your clients buy
Be enthusiastic and self confident
Improve your closing techniques
Learn from the mistakes of others
Be on the lookout for good ideas